

Electronic Acknowledgement Receipt

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|---|---|
| EFS ID: | 2468240 |
| Application Number: | 10043698 |
| International Application Number: | |
| Confirmation Number: | 7739 |
| Title of Invention: | System and method for behavioral model clustering in television usage, targeted advertising via model clustering, and preference programming based on behavioral model clusters |
| First Named Inventor/Applicant Name: | Isaac Bentolila |
| Customer Number: | 23386 |
| Filer: | Kenneth Lee Sherman/Sarah Nielsen |
| Filer Authorized By: | Kenneth Lee Sherman |
| Attorney Docket Number: | MET1.0002 |
| Receipt Date: | 14-NOV-2007 |
| Filing Date: | 09-JAN-2002 |
| Time Stamp: | 16:49:53 |
| Application Type: | Utility under 35 USC 111(a) |

Payment information:

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|--|-------------|
| Submitted with Payment | yes |
| Payment Type | Credit Card |
| Payment was successfully received in RAM | \$150 |
| RAM confirmation Number | 1828 |
| Deposit Account | |
| Authorized User | |

File Listing:

| Document Number | Document Description | File Name | File Size(Bytes) /Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|-----------|----------------------------------|------------------|------------------|
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|---|---------------------------------------|--------------|--|----|----|
| 1 | Amendment - After Non-Final Rejection | Response.pdf | 1520259 e2a4e9647770fe3b8b8a1e52b20551 c0fb11a | no | 19 |
|---|---------------------------------------|--------------|--|----|----|

Warnings:

Information:

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|---|------------------------|--------------|---|----|---|
| 2 | Fee Worksheet (PTO-06) | fee-info.pdf | 8234 68ta8c2b8002846e933d3a13c489b 856e2966 | no | 2 |
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Warnings:

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Total Files Size (in bytes):

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.